



National Highway Traffic Safety Administration

[Docket No. NHTSA-2020-0073]

Agency Information Collection Activities; Notice and Request for Comment; Survey on Driver Awareness of Motorcycles

AGENCY: National Highway Traffic Safety Administration (NHTSA), Department of Transportation (DOT).

ACTION: Notice and request for comments on a request for approval of a new information collection.

SUMMARY: The National Highway Traffic Safety Administration (NHTSA) invites public comments about our intention to request approval from the Office of Management and Budget (OMB) for a new information collection. Before a Federal agency can collect certain information from the public, it must receive approval from OMB. Under procedures established by the Paperwork Reduction Act of 1995, before seeking OMB approval, Federal agencies must solicit public comment on proposed collections of information, including extensions and reinstatements of previously approved collections. This document describes a collection of information for which NHTSA intends to seek OMB approval on Driver Awareness of Motorcycles.

DATES: Comments must be submitted on or before [INSERT DATE 60 DAYS AFTER THE DATE OF PUBLICATION IN THE FEDERAL REGISTER].

ADDRESSES: You may submit comments identified by the Docket No. NHTSA-2020-0073 using any of the following methods:

- *Electronic submissions:* Go to the Federal eRulemaking Portal at <http://www.regulations.gov>. Follow the online instructions for submitting comments.
- *Fax:* (202) 493-2251.
- *Mail or Hand Delivery:* Docket Management, U.S. Department of Transportation, 1200 New Jersey Avenue SE, West Building Room W12-140, Washington, DC 20590,

between 9 a.m. and 5 p.m., Monday through Friday, except on Federal holidays. To be sure someone is there to help you, please call (202) 366-9322 before coming.

Instructions: All submissions must include the agency name and docket number for this notice. Note that all comments received will be posted without change to <http://www.regulations.gov>, including any personal information provided. Please see the Privacy Act heading below.

Privacy Act: Anyone is able to search the electronic form of all comments received into any of our dockets by the name of the individual submitting the comment (or signing the comment, if submitted on behalf of an association, business, labor union, etc.). You may review DOT's complete Privacy Act Statement in the **Federal Register** published on April 11, 2000 (65 FR 19477-78) or you may visit <https://www.transportation.gov/privacy>.

Docket: For access to the docket to read background documents or comments received, go to <http://www.regulations.gov> or the street address listed above. Follow the online instructions for accessing the dockets via internet.

FOR FURTHER INFORMATION CONTACT: For additional information or access to background documents, contact Kathryn Wochinger, Ph.D., Office of Behavioral Safety Research (NPD-310), (202) 366-4300, National Highway Traffic Safety Administration, W46-487, U.S. Department of Transportation, 1200 New Jersey Avenue SE, Washington, DC 20590.

SUPPLEMENTARY INFORMATION: Under the Paperwork Reduction Act of 1995 (44 U.S.C. 3501 *et seq.*), before an agency submits a proposed collection of information to OMB for approval, it must publish a document in the Federal Register providing a 60-day comment period and otherwise consult with members of the public and affected agencies concerning each proposed collection of information. The OMB has promulgated regulations describing what must be included in such a document. Under OMB's regulations (at 5 CFR 1320.8(d)), an agency must ask for public comment on the following: (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; (b) the accuracy of the agency's estimate of the burden of

the proposed collection of information, including the validity of the methodology and assumptions used; (c) how to enhance the quality, utility, and clarity of the information to be collected; and (d) how to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, *e.g.*, permitting electronic submission of responses. In compliance with these requirements, NHTSA asks for public comment on the following proposed collection of information for which the agency is seeking approval from OMB.

Title: Driver Awareness of Motorcycles.

OMB Control Number: New.

Form Numbers: NHTSA Forms 1577, 1578, 1579, 1580, 1581, 1582, 1583, and 1588.

Type of Request: Approval of a new information collection.

Type of Review Requested: Regular.

Requested Expiration Date of Approval: 3 years from date of approval.

Summary of the Collection of Information: NHTSA is seeking approval to collect information from two samples of randomly selected adults who are aged 18 years or older and have driven a motor vehicle at least once in the past three months for a new one-time voluntary survey to report their knowledge, attitudes, and awareness of safe-driving behaviors towards motorcycles.

One sample consists of adult drivers residing in Florida and the other sample consists of adult drivers residing in Pennsylvania. Surveys would be conducted with respondents using an address-based sampling design that encourages respondents to complete the survey online.

NHTSA will contact a total of 33,460 to achieve a target of at least 2,486 complete voluntary responses consisting of 1,243 completed instruments from the Florida sample and 1,243 completed instruments from the Pennsylvania sample. The large geographic and demographic sizes of Florida and Pennsylvania allow for complex driving environments in which motorcycles and passenger vehicles operate in a range of traffic conditions. Notably, neither State has a

universal motorcycle helmet use law, but each has a sizable population of registered motorcycles and varied helmet use rates. For example, in 2019, 52 percent of motorcyclists killed in Florida and 51 percent of motorcyclists killed in Pennsylvania were not helmeted.¹

The estimated burden of this collection is 3,289 hours with 2,709 hours associated with survey invitations and reminders and 580 hours associated with survey completions. NHTSA will summarize the results of the collection using aggregate statistics in a final report to be distributed to NHTSA program and regional offices, State Highway Safety Offices, and other traffic safety and motorcycle safety stakeholders. This collection supports NHTSA's mission by obtaining information needed for the development of traffic safety countermeasures, particularly in the areas of communications and outreach, for the purpose of reducing fatalities, injuries, and crashes associated with multi-vehicle motorcycle crashes.

Description of the Need for the Information and Proposed Use of the Information: NHTSA was established by the Highway Safety Act of 1970 to reduce deaths, injuries, and economic losses resulting from motor vehicle crashes on the Nation's highways. To further its mission, NHTSA is authorized to conduct research as a foundation for the development of traffic safety programs. Title 23, United States Code, Section 403, gives the Secretary of Transportation (NHTSA by delegation) authorization to use funds appropriated to conduct research and development activities, including demonstration projects and the collection and analysis of highway and motor vehicle safety data and related information, with respect to all aspects of highway and traffic safety systems and conditions relating to vehicle, highway, driver, passenger, motorcyclist, bicyclist, and pedestrian characteristics; accident causation and investigations; and human behavioral factors and their effect on highway and traffic safety. Motorcycle safety is a behavioral area for which NHTSA has developed programs to meet its injury reduction goals. Motorcycle safety is an increasing safety concern in highway transportation. For example, per vehicle miles traveled in 2019, motorcyclist fatalities occurred nearly 29 times more frequently than passenger car occupant fatalities in traffic crashes, and an estimated 84,000 motorcyclists

were injured in 2019, which is a 2-percent increase from 82,000 motorcyclists injured in 2018; the most harmful event for 55 percent of the 5,114 motorcycles involved in fatal crashes in 2019 was a collision with another motor vehicle; and in two-vehicle crashes, 76 percent of the motorcycles involved in fatal crashes were struck in the front.¹ Thus, strategies for improving motorcycle safety include addressing other motorists' perceptions and awareness of motorcycles.

This collection supports NHTSA's efforts to increase motorcyclist safety by examining factors related to the interactions between motorcycles and other motorists and their vehicles. The information from this collection will assist NHTSA in (a) assessing the extent and limitations of motorist knowledge of safe behaviors toward motorcycles, and (b) identifying the issues to emphasize in traffic safety campaigns and driver education. The collected information will help identify the beliefs, attitudes, and perceptions underlying driving behaviors towards motorcycles and inform the development of countermeasures to improve the safety of interactions between motor vehicles, specifically, motorcycles, and other vehicle types (primarily passenger cars and Sport Utility Vehicles (SUVs)).

The survey data will be used to assist NHTSA in its ongoing responsibilities for: (a) planning and designing research and program activities to improve motorcycle safety; (b) providing support to groups involved in developing and implementing motorcycle safety outreach programs and driver safety campaigns; and (c) identifying areas in driver awareness and knowledge that need attention. NHTSA will use the information to produce a technical report that presents the results of the study. The technical report will provide aggregate (summary) statistics and tables as well as the results of statistical analysis of the information, but it will not include any personally identifiable information (PII). The project data will serve as a resource for NHTSA and stakeholders to identify gaps in knowledge among the driving public. The technical report will be shared with State highway offices, local governments, and those who develop traffic safety communications that aim to improve motorcycle safety.

Affected Public: Participants will be U.S. adults (18 years and older) who reside in Florida or Pennsylvania and who have driven a motor vehicle (car, van, SUV, or pickup truck) at least once in the past three months. Businesses are ineligible for the sample and would not be surveyed.

Estimated Number of Respondents: 2,486 consisting of 1,243 in the Florida sample and 1,243 in the Pennsylvania sample. The project will invite 33,460 people to participate using address data from the most recent U.S. Postal Service (USPS) computerized Delivery Sequence File (DSF) of residential addresses. No more than one respondent will be selected per household.

Frequency of Collection: The study will be conducted one time during the three-year period for which NHTSA is requesting approval and there will be no recurrence.

Estimated Total Annual Burden Hours: NHTSA estimates the total burden of this information collection by estimating the burden to those who NHTSA contacts who respond and are eligible for participation (eligible respondents that take the survey) and those contacted that choose not to take the survey (non-responders) or are not eligible to participate. The estimated time to contact 33,460 potential participants (participants and non-responders) for the survey is one minute per person per contact attempt. Contact attempts will be made in five waves with fewer potential participants contacted in each subsequent wave. Potential participants will receive an initial postcard informing them of the project and inviting participation. The first contact is a postcard introducing the project and inviting participation. The second contact is an invitation letter with instructions for completing the survey online (as the methodology follows a “push-to-web” design to provide incentive to complete the survey online). The third contact is a reminder postcard. The fourth is a letter with a paper questionnaire and the fifth is a final reminder postcard. The sixth and final wave is a “thank you” letter that will include the contingent incentive to respondents who have provided a completed response. NHTSA estimates that 2,486 people will respond to the survey request. The estimated time to contact (1 minute) and complete the survey (14 minutes) is 15 minutes per person. The total burden estimated for this information collection is 3,289 hours. Table 1 provides a description for each of the forms used in the survey

protocol as well as their mailing wave. Details of the burden hours for each wave in the survey are included in Table 2. When rounded up to the nearest whole hour for each data collection effort, the total estimated annual burden is 3,289 hours for the project activities.

Table 1 NHTSA Form Number, Description, and Mailing Wave.

NHTSA Form Number	Description	Mailing Wave
1577	Initial Postcard - serves as a notice of selection, explains survey rationale.	1
1578	Invitation Letter - provides instructions and hyperlink to the online survey and includes the \$1 non-contingent incentive	2
1579	Reminder Postcard #1 - the first reminder, includes instructions and hyperlink to the online survey	3
1580	Reminder Letter #1 – the second reminder with the paper survey, prepaid return envelope, PIN, and hyperlink to the online survey	4
1581	Reminder Postcard #2 - last reminder, includes hyperlink to the online survey	5
1582	Questionnaire - the online version, provided on a secure website	2, 3, 4, 5
1583	Questionnaire – the paper version, for responders not using the online questionnaire	4
1588	Thank You Letter – includes the contingent incentive	6

Table 2 shows the estimated burden for each contact (wave) by participation type (non-respondent, eligible, and ineligible). In the first wave, 33,460 potential respondents are expected to spend 1 minute each reading the postcard, resulting in an estimated burden of 558 hours. This calculation is applied for each subsequent wave, as detailed in Table 2.

Table 2 Estimated Total Burden for Data Collection

Mailing Wave (Form Number)	Number of Contacts	Participant Type	Estimated Burden Per Sample Unit (in minutes)	Frequency of Burden	Number of Sample Units	Burden Hours*	Total Burden Hours*
Wave 1 NHTSA Form 1577	33,460	Contacted potential participant	1	1	33,460	558	558
Wave 2 NHTSA Form 1578	33,460	Non-respondent	1	1	31,787	530	870
		Ineligible respondent	1	1	335	6	

		Eligible respondent	15	1	1,338	334	
Wave 3 NHTSA Form 1579	31,787	Non-respondent	1	1	30,833	514	708
		Ineligible respondent	1	1	191	3	
		Eligible respondent	15	1	763	191	
Wave 4 NHTSA Form 1580	30,833	Non-respondent	1	1	30,524	509	572
		Ineligible respondent	1	1	62	1	
		Eligible respondent	15	1	247	62	
Wave 5 NHTSA Form 1581	30,524	Non-respondent	1	1	30,351	506	541
		Ineligible respondent	1	1	35	1	
		Eligible respondent	15	1	138	34	
Wave 6 NHTSA Form 1588	2,486	Completed responders	1	1	2,486	41	41
Total							3,289

*Rounded up to the nearest hour.

Table 3 provides total burden hours associated with each NHTSA form. For example, 2,486 anticipated responders who provide completed questionnaires (NHTSA Forms 1582 and 1583) are expected to spend 14 minutes each, resulting in an estimated burden of 580 hours.

Table 3 Estimated Total Burden by NHTSA Form for the Data Collection.

Information Collection	Number of Responses	Burden per Response	Burden per Respondent	Total Burden Hours*
Questionnaire - NHTSA Forms 1582 and 1583	2,486	14 minutes	14 minutes	580 hours
Initial Postcard – NHTSA Form 1577	33,460	1 minute	1 minute	558
Invitation Letter - NHTSA Form 1578	33,460	1 minute	1 minute	558
Postcard Reminder - NHTSA Form 1579	31,787	1 minute	1 minute	530
Reminder Letter - NHTSA Form 1580	30,833	1 minute	1 minute	514
Final Postcard Reminder - NHTSA Form 1581	30,524	1 minute	1 minute	508
Thank You Letter - NHTSA Form 1588	2,486	1 minute	1 minute	41
Total				3,289

*Rounded up to the nearest hour.

Estimated Total Annual Burden Cost: NHTSA estimates that there are no costs to respondents beyond the time spent participating in the study.

PUBLIC COMMENTS INVITED: You are asked to comment on any aspects of this information collection, including (a) whether the proposed collection of information is necessary for the proper performance of the functions of the Department, including whether the information will have practical utility; (b) the accuracy of the Department's estimate of the burden of the proposed information collection; (c) ways to enhance the quality, utility and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including the use of automated collection techniques or other forms of information technology.

AUTHORITY: The Paperwork Reduction Act of 1995; 44 U.S.C. chapter 35, as amended; 49 CFR 1.49; and DOT Order 1351.29.

Issued in Washington, D.C.

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¹ National Center for Statistics and Analysis. (2021, April). Motorcycles: 2019 data (Traffic Safety Facts. Report No. DOT HS 813 112). National Highway Traffic Safety Administration.